



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's
Board of Directors was held
Thursday, December 16, 2021 at 8:30 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, DECEMBER 16, 2021

	JUL	AUG	SEPT	OCT	NOV	DEC
ANDERSON	X	X	X	X	X	X
ASHLEY-HOPPE	X	X			X	
BEAVERS-JACKSON	X	X	X	X	X	
BUCCIFERRO	X			X		X
EICKSTEAD	X	X	X		X	X
HAEDT			X	X	X	
HERNANDEZ		X	X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LEE	NA	NA	NA	NA	NA	
OBERSHAW	X	X	X	X	X	X
RIEMER	X			X	X	X
SENZ	X		X	X	X	
VOLLBRECHT	X	X	X	X	X	
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:45 am

2. Review and Approval of November 18, 2021 Meeting Minutes

Motion: Eickstead. Second: Riemer. Motion carried.

3. Review and Approval of Financials

Motion: Hernandez. Second: Riemer. Motion carried.

4. Appointment of Officers

El-Amin reported that there are three positions up for renewal on the Exec Committee / Board; Knueppel as President, Obershaw as Vice President and Hernandez as Secretary/Treasurer. All agreed to be reappointed.

Motion: Eickstead. Second: Riemer. Motion carried.

5. Updates

a. Promotions

Obershaw Reported . . .

- i. Winter Farmers' Market– Overall season is going well. Newest average of attendees is 145.
- ii. Grand Lighted Holiday Parade – There were 9 floats total that participated. We had 450 cars come through to view the Reverse parade. The police did have to end the parade despite additional cars waiting due to already being a ½ hr over the ending time of the parade. The overall feedback from the community was disappointment due to wait time and small amount of floats. Unfortunately our hands were tied. There was supposed to be more, but some businesses had to back out last minute due to Covid. We had about a

100 DBA goodie bags leftover that were donated to Senz Insurance for their holiday cause.

- iii. Holidazzle – There were 47 vendors that participated and there were 34 locations. Sales and participation numbers were down from the looks of it and immediate feedback from the businesses once again we believe this is due to Covid still being an ongoing concern. We also received feedback that the Scavenger hunt put on by the DBA was too big / long. We had about 20 attendees complete and turn in their cards. The feedback was that those who participated in the scavenger hunt had to rush to each location to make it happen causing them to not have time to look around and shop at the locations and therefore defeated the purpose of the overall Holidazzle event. The DBA will do something different next year to avoid this issue.
- iv. Winterfest – City Event. Jan 21-23. DBA will have some sort of make and take items/craft for the event. BIFF will also be present in the DBA building that weekend or another location.
- v. Annual Dinner – Event will be February 10th, 2022. The theme will be “Better Together”. It will be focused around Famous Duos throughout TV/Movie history. The event will be at the DBA Building. We will have a buffet style meal and will be setup in the DBA Conference room. Tables and bar will be in the main lobby. More to come on this.

b. Economic Vitality

Eickstead reported . . .

- i. Business/Property Owner Meeting – Looking for new location and speaker ideas to engage as many businesses as we can going into 2022.
- ii. Business Updates – The old Cup and Cake Bake shop planned new business is cancelled unfortunately. So this property will remain available. House of Lex building is becoming Cozy Bin – Items at wholesale prices. Coffee trailer is still being built and is still expected to open in the future.
- iii. SEO – Overall is “Going Great!” There was an issue with our website last week getting hacked again. Premiere is looking to change our network server to ensure we do not have any further issues. Shauna will report more on this as it progresses.

c. Design

EI-Amin reported . . . No meeting this month

- i. Façade & Sign Grants – Cross Fit, Chic n Unique and Dominicos all under construction still so the DBA has not paid reimbursement for approved grants as of yet.
- ii. City Applications – None at this time.

6. Executive Director’s Report

EI-Amin reported . . .

- EI-Amin has joined Janesville Innovation Center Board. She had orientation already and found out she will be part of 2 committees. There will be a Business Entrepreneur Development meeting in April. Shauna will keep the DBA in the loop on information she receives and can report on to help us, the DBA, improve in bettering downtown and our businesses.
- EI-Amin has reached out to Rising Queens to meet with them. The Board brainstormed on ways to better reach out to minority groups of Beloit to assist in entrepreneur development amongst those groups here in Beloit hoping that we can diversify our businesses downtown a little more.

7. Adjourn

9:47 am

Motion: Hernandez. Second: Riemer. Motion carried.

Respectfully submitted by Jessica Hernandez